

## Appendix C

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### Proposed Signage Program

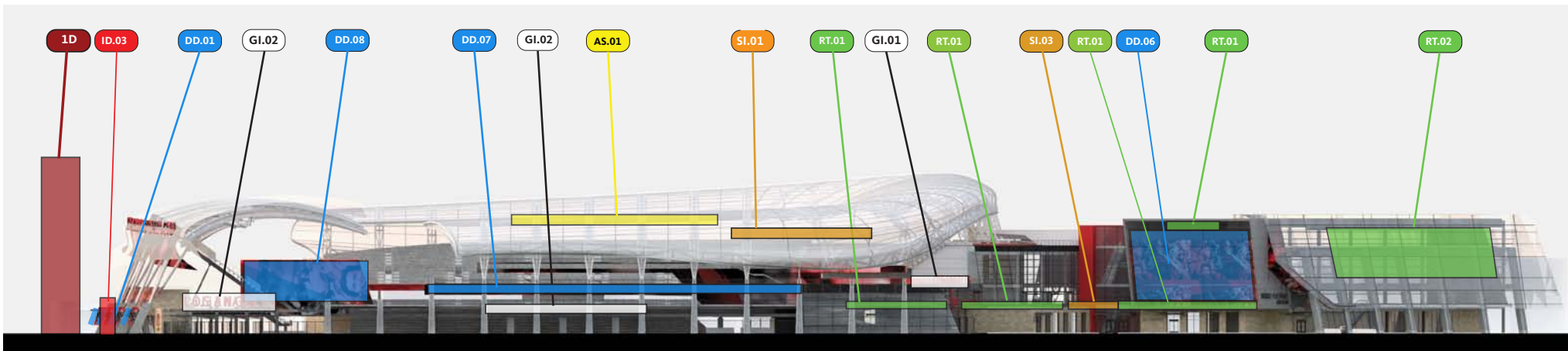




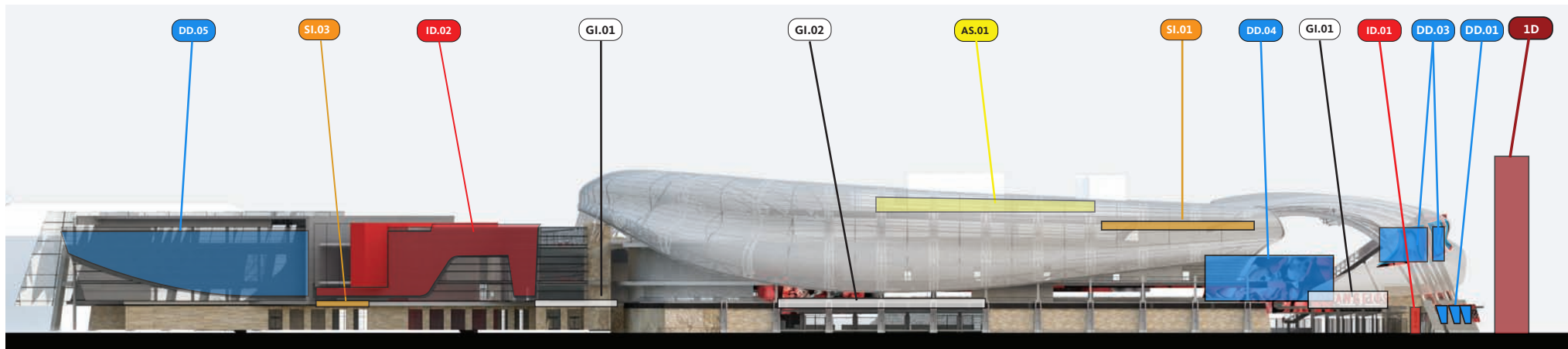
# SIGNAGE PROJECT SITE - PROPOSED SIGNAGE

August 2015





**NORTH STADIUM ELEVATION - EXPOSITION PARK DR.**



**SOUTH STADIUM ELEVATION - MARTIN LUTHER KING JR. BLVD.**

**NOTE:**

Interior Signs are not subject to regulation by the sign district ordinance and are not shown.

**NOTE:**

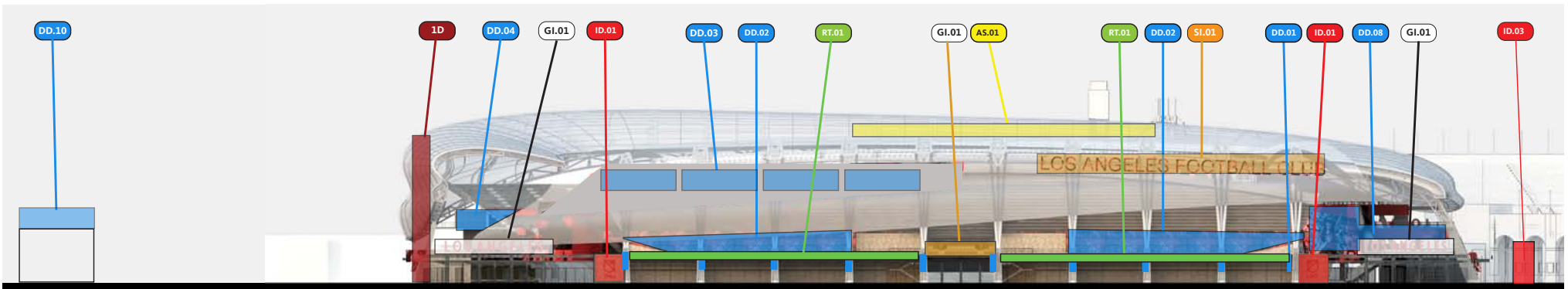
All proposed sign locations are approximate and may require modifications of location based on final design.

Signs may be relocated vertically and horizontally in accordance with the requirements of the sign district ordinance.

## Conceptual Stadium Elevations



**WEST STADIUM ELEVATION - HOOVER ST.**



**EAST STADIUM ELEVATION - FIGUEROA ST.**

**NOTE:**

Interior Signs are not subject to regulation by the sign district ordinance and are not shown.

**NOTE:**

All proposed sign locations are approximate and may require modifications of location based on final design.

Signs may be relocated vertically and horizontally in accordance with the requirements of the sign district ordinance.

# Conceptual Stadium Elevations

SIGN NUMBER	SIGN TYPE	SIGN TYPE DEFINITION	SIGN LOCATION ZONE	ON-SITE/OFF- SITE	ILLUMINATED	HEIGHT	WIDTH	AREA (SF)	QTY	TOTAL AREA
ID.01	TEAM IDENTITY	WALL SIGN	SOCCER STADIUM ZONE	ON-SITE/MARKETING SPONSORSHIP	INTERNAL	18'-0"	18'-0"	324	4	1296
ID.02	TEAM IDENTITY	SUPERGRAPHIC SIGN	SOCCER STADIUM ZONE	ON-SITE/MARKETING SPONSORSHIP	INTERNAL	26'-0"	146'-0"	3796	1	3796
ID.03	TEAM IDENTITY	DIGITAL DISPLAY	SOCCER STADIUM ZONE	ON-SITE/MARKETING SPONSORSHIP	INTERNAL	25'-0"	12'-0" X 8' D.	300	2 FACES	600
ID.04	TEAM IDENTITY	PILLAR SIGN	SOCCER STADIUM ZONE	ON-SITE/MARKETING SPONSORSHIP	INTERNAL	20'-0"	4'-0" X 4' D.	80	7	560
ID.05	TEAM IDENTITY	PILLAR SIGN	SOUTH PARKING LOT ZONE	ON-SITE/MARKETING SPONSORSHIP	INTERNAL	20'-0"	4'-0" X 4' D.	80	7	560
ID.06	TEAM IDENTITY	MONUMENT SIGN	SOCCER STADIUM ZONE	ON-SITE/MARKETING SPONSORSHIP	INTERNAL	4'-0"	82'-0"	328	1	328
									<b>Total Area</b>	<b>7140</b>
SI.01	STADIUM IDENTITY	CHANNEL LETTERS/WALL SIGN	SOCCER STADIUM ZONE	SPONSORSHIP	INTERNAL	6'-0	80'-0"	480	3	1440
SI.02	STADIUM IDENTITY	CHANNEL LETTERS/WALL SIGN	SOCCER STADIUM ZONE	SPONSORSHIP	INTERNAL	6'-0	30'-0"	180	1	180
SI.03	STADIUM IDENTITY	CHANNEL LETTERS/WALL SIGN	SOCCER STADIUM ZONE	SPONSORSHIP	INTERNAL	8'-0"	20'-0"	200	2	400
SI.04	STADIUM IDENTITY	CHANNEL LETTERS/WALL SIGN	SOUTH PARKING LOT ZONE	SPONSORSHIP	INTERNAL	8'-0"	54'-0"	432	3	1296
SI.05	STADIUM IDENTITY	PILLAR SIGN	SOUTH PARKING LOT ZONE	SPONSORSHIP	INTERNAL	20'-0"	4'-0" X 4' D.	80	8	640
SI.06	STADIUM IDENTITY	CHANNEL LETTERS/WALL SIGN	SOCCER STADIUM ZONE	SPONSORSHIP	INTERNAL	8'-0"	54'-0"	432	2	864
SI.07	STADIUM IDENTITY	PILLAR SIGN	SOCCER STADIUM ZONE	SPONSORSHIP	INTERNAL	20'-0"	4'-0" X 4' D.	80	12	960
S.08	SITE IDENTITY	VEHICLE ENTRY GATE	SOUTH PARKING LOT ZONE	SPONSORSHIP	INTERNAL	8'-0"	54'-0"	432	1	432
S.09	STADIUM IDENTITY	DIGITAL SIGN	SOCCER STADIUM ZONE	ON-SITE SPONSORSHIP	INTERNAL	40'-0"	12'-0" X 10'-0"D	480	2 SIDED	960
									<b>Total Area</b>	<b>7172</b>
AS.01	STADIUM IDENTITY	AERIAL VIEW SIGN	SOCCER STADIUM ZONE	ON-SITE SPONSORSHIP	INTERNAL	25'-6"	84'-0"	2142	4	8568
AS.02	STADIUM IDENTITY	AERIAL VIEW SIGN	SOCCER STADIUM ZONE	ON-SITE SPONSORSHIP	INTERNAL	14'-0"	48'-0"	672	1	672
									<b>Total Area</b>	<b>9240</b>
RT.01	RETAIL TENANT IDENTITY	CHANNEL LETTERS/WALL SIGN	SOCCER STADIUM ZONE	ON-SITE	INTERNAL	5'-6"(typ. ave.)	43'-0" (typ. ave.)	236.5 (typ. ave.)	TBD	8277 (Allow.)
RT.02	RETAIL TENANT IDENTITY	CHANNEL LETTERS/WALL SIGN	SOCCER STADIUM ZONE	ON-SITE	INTERNAL	20'-0"	100'-0"	2000	1	2000
									<b>Total Area</b>	<b>10277 (Allow.)</b>

## Summary of Proposed Signs

SIGN NUMBER	SIGN TYPE	SIGN TYPE DEFINITION	SIGN LOCATION ZONE	ON-SITE/OFF- SITE	ILLUMINATED	HEIGHT	WIDTH	AREA (SF)	QTY	TOTAL AREA
DD.01	DIGITAL DISPLAY	INTEGRAL DIGITAL DISPLAY	SOCCER STADIUM ZONE	SPONSORSHIP	INTERNAL	10'-0"	2'-0"	40	10	400
DD.02	DIGITAL DISPLAY	INTEGRAL DIGITAL DISPLAY	SOCCER STADIUM ZONE	SPONSORSHIP	INTERNAL	6'-0"	48'-0"	288	2	576
DD.03	DIGITAL DISPLAY	INTEGRAL DIGITAL DISPLAY	SOCCER STADIUM ZONE	SPONSORSHIP	INTERNAL	14'-0"	48'-0"	672	4	2688
DD.04	DIGITAL DISPLAY	INTEGRAL DIGITAL DISPLAY	SOCCER STADIUM ZONE	SPONSORSHIP	INTERNAL	14'-0"	52'-0"	728	1	728
DD.05	DIGITAL DISPLAY	INTEGRAL DIGITAL DISPLAY	SOCCER STADIUM ZONE	SPONSORSHIP	INTERNAL	22'-0"	60'-0"	1320	1	1320
DD.06	DIGITAL DISPLAY	INTEGRAL DIGITAL DISPLAY	SOCCER STADIUM ZONE	SPONSORSHIP	INTERNAL	22'-0"	40'-0"	880	1	880
DD.07	DIGITAL DISPLAY	INTEGRAL DIGITAL DISPLAY	SOCCER STADIUM ZONE	SPONSORSHIP	INTERNAL	8'-0"	75'-0"	600	1	600
DD.08	DIGITAL DISPLAY	INTEGRAL DIGITAL DISPLAY	SOCCER STADIUM ZONE	OFF-SITE/SPONSORSHIP	INTERNAL	10'-0"	40'-0"	400	1	400
DD.09	DIGITAL DISPLAY	PILLAR SIGN	SOCCER STADIUM ZONE	OFF-SITE/SPONSORSHIP	INTERNAL	10'-0"	2'-0"	20	18	360
DD.10	DIGITAL DISPLAY	DIGITAL DISPLAY (2 SIDED)	SOUTH PARKING LOT ZONE	OFF-SITE/SPONSORSHIP	INTERNAL	40'-0"	50'-0"	2000	1 (2 SIDED)	4000
									<b>Total Area</b>	<b>11952</b>
C0.00	CONCOURSE IDENTITY	BANNER SIGNS (THRU-OUT ZONE)	SOCCER STADIUM ZONE	TEAM SPONSORSHIP	Non-Illuminated	10'-0"	2'-0"	20	56	1120 (Allow.)
									<b>Total Area</b>	<b>1120 (Allow.)</b>
GI.01	GATE ENTRY IDENTITY	CHANNEL LETTERS/WALL SIGN	SOCCER STADIUM ZONE	ON-SITE SPONSORSHIP	INTERNAL	8'-1-0"	20'-0"	160	6	960
GI.02	GATE/TEAM/STADIUM ENTRY IDENTITY	CHANNEL LETTERS/WALL SIGN	SOCCER STADIUM ZONE	ON-SITE SPONSORSHIP	INTERNAL	4'-1-0"	10'-0"	40	1	40
									<b>Total Area</b>	<b>1000</b>
1D	SOCCER STADIUM IDENTITY	DIGITAL DISPLAY 2 SIDED	SOCCER STADIUM ZONE	MARKETING SPONSORSHIP	INTERNAL LED	100'-0" **	28'-0" **	2800	2	5600
									** PROPOSED SIGN DIMENSIONS TOTAL AREA 5600	

## Summary of Proposed Signs